









How WIC Impacts the People of Iowa

ROLE OF THE WIC PROGRAM

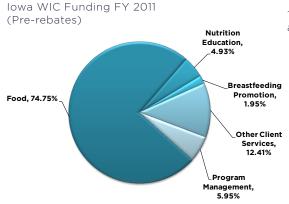
With firm commitment to safeguarding and advancing the nutrition status and health of mothers and children and to promoting breastfeeding in the U.S., the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) works within each state to improve healthcare access for low and moderate income women and children with, or at risk of developing, nutrition-related health problems, including obesity and type 2 diabetes. WIC provides nutrition education and healthy foods enabling families to make lifelong healthy eating and lifestyle choices. The foods in the WIC food packages are specifically selected for their nutritional value to supplement the dietary needs of participants to ensure good health, growth and development. See how WIC impacts the people of lowa.

Average Iowa Monthly WIC Participation October 2010 - September 2011 FY 2011

Pregnant Women	6,470
Breastfeeding Women	3,274
Postpartum Women	6,394
Infants	16,631
Children	38,163
Total Participation	70,931

Iowa WIC Food and Services Benefits October 2010 - September 2011 FY 2011

Total Food Benefit Value Per Participant (monthly)	\$54.14
Total Food Benefit Spent in State (Food + Rebate)	\$46,083,222
Manufacturer Cost Containment Rebate	(\$11,168,694)
Net Federal Food Cost	\$34,914,528
Nutrition Service Benefits	\$15,563,505



The WIC Funding for FY 2011 graph illustrates Food Costs and the allocation of Nutrition Services Benefits in Iowa:

- → Food (pre-rebate): 74.75%
- → Nutrition Education: 4.93%
- → Breastfeeding Promotion: 1.95%
- → Other Client Services: 12.41%
- → Program Management (Admin): 5.95%

WIC PROMOTES HEALTH AND HEALTHCARE SAVINGS

HEALTHY EATING

WIC provides nutrition education and healthy foods to help families make healthy choices. The WIC food package includes fruits, vegetables, low-fat dairy, and whole grains. The food package helps combat food insecurity, and contributes to healthy diets which aid in reducing obesity and chronic disease.

are food insecure.*

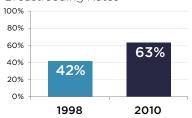
*Food insecurity refers to a lack of access, at times, to enough food or nutritionally adequate food.¹

WIC helps families combat food insecurity and nutrition-related health problems including obesity and type 2 diabetes.

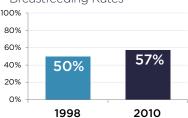
BREASTFEEDING

Research shows that breastfeeding provides numerous health benefits to both the mother and her baby, helping to reduce healthcare costs. Breastfeeding lowers a child's risk of obesity, type 2 diabetes, and asthma. WIC is the largest public breastfeeding promotion program in the nation, providing mothers with education and support.

National WIC Participant Breastfeeding Rates



Iowa WIC Participant Breastfeeding Rates



Source: USDA 2010 WIC Participant and Program Characteristics (PC) Report. PC data allows for standardized comparisons to demonstrate overall progress. Some states collect more data than required by the PC Report and may yield different and more current results than shown.

PROGRAM INTEGRITY

Participants and retail vendors will experience easier benefit access and delivery as WIC aims to implement Electronic Benefit Transfer (EBT) nationwide by 2020. EBT helps reduce opportunities for vendor food cost price fraud and abuse

Iowa is currently in the WIC EBT planning phase.

VOICES OF IOWA WIC PARTICIPANTS

"I initially enrolled for the financial help, but have since realized the many benefits of WIC that go beyond the food vouchers. WIC has helped teach me how to make better food choices for my son as well as myself. WIC provided support & encouragement while I was breastfeeding for the first 7 months of my son's life.

-WIC Participant, Iowa

"It has laid the foundation for healthy eating habits for years to come. At times, it forced me to get creative with beans and rice and I am grateful for that. Whole wheat bread was never something I would voluntarily buy and now if I'm out of WIC checks I still only buy 100% whole wheat bread. If I find myself in the position of needing to buy juice I will settle for nothing less than 100% juice. What I'm saying is that these eating/purchasing habits are bound to continue even past the period of time my family is receiving benefits.

-WIC Participant, lowa

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NWA's mission: Providing leadership to promote quality nutrition services; advocating for services for all eligible women, infants, and children; assuring the sound and responsive management of WIC.

Feeding America. Mind the Meal Gap. Retrieved July 2012 from http://feedingamerica.org/hunger-in-america/hunger-studies/map-the-meal-gap.aspx